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CHANGE OF DIRECTOR AND RESIGNATION OF CHIEF TECHNOLOGY OFFICER

RESIGNATION OF EXECUTIVE DIRECTOR AND CHIEF TECHNOLOGY OFFICER

The board (the “**Board**”) of directors (the “**Directors**”, and each a “**Director**”) of Newborn Town Inc. (the “**Company**”) hereby announces that Mr. YE Chunjian (“**Mr. YE**”) has resigned as an executive Director and the chief technology officer of the Company with effect from 28 August 2026 due to personal career development reasons. Mr. Ye will remain within the Group and devote himself to the development of the AI business of the Group.

Mr. YE has confirmed that he has no disagreement with the Board and there are no other matters relating to his resignation that need to be brought to the attention of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the shareholders of the Company.

The Board would like to take this opportunity to express its heartfelt gratitude to Mr. YE for his contribution to the Company during the tenure of his office.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. SONG Pengliang (宋朋亮) (“**Mr. SONG**”) has been appointed as an executive Director of the Company with effect from 28 August 2026 .

The biographical details of Mr. SONG are set out below:

Mr. SONG Pengliang, aged 39, is responsible for the Group’s overall strategic and capital planning. Mr. SONG Pengliang joined the Group in March 2018 as our senior investment manager. From April 2021 to March 2023, he served as the acting chief financial officer of the Group. He has been serving as the senior vice president of the Group since April 2023. Mr. SONG was appointed as Joint Company Secretary of the Company on 27 May 2019, and has acted as the sole Company Secretary of the Company with effect from 31 July 2024. Mr. SONG has served as an independent non-executive director of Huanxi Media Group Limited (Stock Code: 1003, whose shares are listed on the Main Board of the Stock Exchange) with effect from 18 June 2026.

Mr. SONG obtained his bachelor's degree in engineering in July 2009 and master's degree in engineering in June 2012 from Beijing University of Technology (北京工業大學).

As at the date of this announcement, Mr. SONG has interests (as defined under Part XV of the Securities and Futures Ordinance, Chapter 571 of the Laws of Hong Kong) in 5,753,674 shares of the Company. Save as disclosed above, Mr. SONG (i) does not have any relationship with any Directors, senior management or substantial or controlling shareholders (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”)) of the Company; (ii) does not have, and is not deemed to have, any interest in the securities of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong); and (iii) does not hold any position in the Company or any subsidiary of the Company, nor any directorship in other listed companies in the last three years preceding the date of this announcement.

Mr. SONG has entered into a service agreement with the Company in relation to his appointment as an Executive Director of the Company for a term of three years from 28 August 2026, subject to retirement by rotation at general meeting of the Company in accordance with the articles of association of the Company. Mr. SONG will receive remuneration in his capacity as an Executive Director. Such remuneration shall be determined by the Board of Directors with reference to the recommendations made by the Remuneration Committee, taking into account his duties and responsibilities with the Company, his experience and prevailing market conditions.

Save as disclosed above, Mr. SONG confirms there is no information that is required to be disclosed under Rule 13.51(2) of the Listing Rules and there are no other matters that need to be brought to the attention of the Stock Exchange and the shareholders of the Company.

The Board would like to extend its warmest welcome to Mr. SONG for joining the Board.

By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

Beijing, 28 August 2026

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. SU Jian and Mr. SONG Pengliang; and the independent non-executive Directors of the Company are Mr. CHI Shujin, Ms. CHEN Sichao and Mr. CHEN Yuyu.